

ROBERT W. GEYER
PRESIDENT
1880 BAY ROAD
SARASOTA, FLORIDA 34239
(813) 386-7800

October 25, 1994

COAST CADILLAC-VOLVO COMPANY
2889 BEE RIDGE ROAD
SARASOTA, FLORIDA 34231
(813) 322-1571

COAST CADILLAC COMPANY
1178 U.S. 91 BYPASS SOUTH
VENICE, FLORIDA 34283
(813) 484-8848

SATURN OF MANATEE
717 MANATEE AVENUE WEST
BRADENTON, FLORIDA 34205
(813) 745-3880

SATURN OF SARASOTA
3126 BEE RIDGE ROAD
SARASOTA, FLORIDA 34231
(813) 322-1571

MANATEE CHEVROLET-Geo. INC.
1880 BAY ROAD
SARASOTA, FLORIDA 34239
(813) 386-7800

SUNSET DOODGE, INC.
7708 SOUTH TAMPAH TRAIL
SARASOTA, FLORIDA 34231
(813) 322-3469

TROPICAL PONTIAC-CADILLAC, INC.
701 MANATEE AVENUE WEST
BRADENTON, FLORIDA 34205
(813) 745-8888

Honorable Reed E. Hundt, Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, DC 20554

Dear Mr. Hundt:

It concerns me a great deal to think that WWSB, Channel 40's network affiliation with ABC could be in jeopardy. I have been a businessman in this community for fifteen years, have dealerships in Sarasota, Bradenton and Venice, and am confident I know this market quite well. During this time, we have been a sizeable customer of Channel 40 and because of the fine results we have enjoyed, we continue to be a major TV advertiser.

Tampa is fifty miles away from Sarasota and it is hard to imagine that WFTS, Channel 28 in Tampa will have the same interest in our community that Channel 40 has displayed these past twenty-three years. WWSB has sponsored telethons for United Cerebral Palsy, Cardinal Mooney High School, Muscular Dystrophy Association and our own Mole Marine Laboratory. I have worked side by side with their staff doing charitable work in this community. As an example, I am a director of the Salvation Army and know of six members of the station who devoted an entire Saturday to help us repaint the inside and outside of our Lodge. It is this kind of dedication to the community that makes Channel 40 truly a "hometown station".

It just doesn't make sense to me that a TV station which is located in a market ranked 153 in the nation wouldn't have a major network affiliation. Channel 40 is good for this community and we would appreciate any consideration you can give toward retaining Channel 40's affiliation with ABC.

Sincerely,



Robert W. Geyer

cc: Sam Antar, Esq.
Donald P. Zeifang, Esq.
Stan Crumley

October 27, 1994



Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street NW
Washington, DC 20554

Dear Chairman Hundt:

I am writing with regard to the recent formal petition for order to show cause filed with the FCC by WWSB Channel 40 concerning that station's loss of its ABC affiliation. WWSB is the only network-affiliated station located within the Sarasota/Manatee Counties' metropolitan areas which several hundreds of thousands of people watch on a daily basis. Other network-affiliated stations are located in the Tampa area, which is located 70 or 80 miles north of southern Sarasota County. The citizens of Sarasota/Manatee Counties are concerned that with the loss of the ABC affiliation station to another area will decrease the quality of community based coverage, especially in times of emergency and other important matters.

WWSB has proven its ability by providing excellent local and national news coverage, as well as coverage of important local, civic, community and charitable events. The station has an outstanding track record of being proactive in keeping their viewers informed, particularly with regards to law enforcement, emergencies, natural and local disasters, etc.

I urge you to take into consideration the needs and desires of the residents of Sarasota and Manatee Counties when considering your decision in this matter.

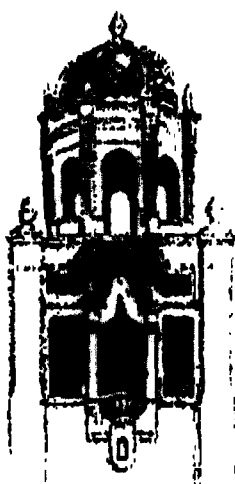
Thank you.

Sincerely,

Robert J. Gerkin
Director of General Services

RJG/dll

cc: ✓ Mr. Stan Crumley, President, WWSB
Mr. Donald P. Zeifang, Esq., Counsel for Scripps Howard Broadcasting Co.
Mr. Sam Antar, Esq., Counsel for Capital Cities/ABC, Inc.



**SARASOTA COUNTY GOVERNMENT
SARASOTA, FLORIDA**

**Solid Waste Department
Keep Sarasota County Beautiful**

3982 Bee Ridge Road, H/B
Sarasota, Florida 34233
Telephone (813) 364-4667
FAX (813) 364-4377
(813) 923-1459

October 24, 1994

Honorable Reed B. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

Dear Sir:

This communication is written in support of WWSB Channel 40's efforts to retain its 23-year affiliation with ABC Network.

WWSB Channel 40 is a true partnership in this community in terms of its participation. Staff goes beyond the call of duty to meet the needs of the citizens in our county. They are not just Status Quo. The level of service provided by the "Home Team" is unlike other entities in the Tampa Bay area.

General Manager and President, Stan Crumley is very distinguishing and identified with high regards by prominent leaders in this vicinity, including me. I believe a word of praise is in order for the proficient way he promotes staff involvement and participation in community activities. Both he and his staff exude pride and interest in every aspect of our locale.

Our local news media is urgently needed for the survivor of our citizenry. We depend heavily on this source to inform us of incidences relating to crime, weather reports, coverage of major fund raising events, etc.

Elimination of WWSB Channel 40 would be devastating news to all of us who live here. Hopefully, my confidence, and optimistic feelings are not misleading, and that the outcome of this situation will prove positive in favor of WWSB Channel 40.

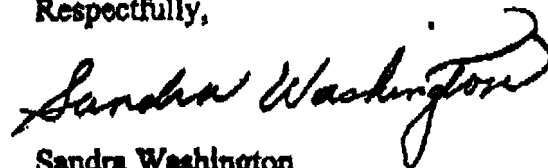
Honorable Reed E. Hundt
WWSB Channel 40

October 24, 1994
Page 2

Respectively, I request that honorable representation, and faithful consideration be bestowed upon resolving this concern.

I wholeheartedly support the struggle of WWSB Channel 40 to retain its 23-year affiliation with ABC. Thank you for your attention to this matter.

Respectfully,



Sandra Washington
Executive Coordinator
Keep Sarasota Beautiful

cc: Sam Antar, Esq.
Counsel for Capital Cities/ABC, Inc.
77 West 66 Street
New York, NY 10023

Donald P. Zelfang, Esq.
Counsel for Scripps Howard Broadcasting Co.
Baker & Hostetler
1050 Connecticut Avenue, NW
Washington, DC 20036

Stan Crumley
President & General Manager
WWSB, Channel 40
5725 Lawton Drive
Sarasota, Florida 34233

Diamondback's COMPUTER WAREHOUSE

7222 S. Tamiami Trail

Sarasota, FL 34231

Sales : (813) 925-7222

Service : (813) 925-4454

Fax : (813) 921-5427

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1219 M Street NW
Washington, DC 20554

October 23, 1994

Dear Mr. Hundt:

I am the president of a small Sarasota Florida business, and I have to disagree strongly over the loss of ABC affiliation for our local television broadcast station, WWSB Channel 40.

The most devastating loss to the 18,000 area businesses, including my own, will be the inability to purchase advertising that serves the area markets at a rate commensurate with market size. WWSB is our only source of major network programming that originates from our market center, which consists primarily of Bradenton, Sarasota, and Venice.

Tampa businesses do not serve our communities, nor can we reasonably serve the greater metropolitan Tampa area, simply based on the distances involved. The vast majority of the 18,000 businesses in our area are small, you simply will not find many Fortune 500 companies here. Virtually none of the local advertising is done by companies with multiple locations, that could benefit from this "additional coverage."

If ABC is allowed to out off our local programming and force us to become part of the greater Tampa area's broadcasting, we will be required to pay advertising rates essentially triple or quadruple what we do now. Moreover, we will not experience any advantage in market size, as few Tampa residents will feel the necessity to call "Joe's Carpet" on Main Street, in Sarasota, only 1-1/2 hours drive away . . .

Diamondback's Computer Warehouse has successfully advertised on WWSB's ABC programs for years, but our company, for one, could not possibly afford the rates that emanate from and include the Tampa marketplace. It will without question stop all of our televised broadcast advertising. This will probably also mean the end of our business.

Perhaps equal in devastation will be the loss of our local news and weather coverage. Without network affiliation, most of us realize that it becomes nearly impossible to maintain an adequate news operation. With the exception of the few "Superstations," local news is poor to nonexistent on independent stations.

There is no one, specifically not anyone, that provides televised Sarasota, Bradenton, and Venice news coverage other than WWSB. Their trucks and Mini-Cams are seen scooting around our cities day and night. I, and I doubt any other Sarasota resident, have ever seen a WFTS news team covering anything, much less anything of local importance to our residents on our streets. From coverage of our food fairs, to (i.e.) District 69 political candidates, to interviews with our school and hospital boards, to city commission coverage, no one else, least of all WFTS, has shown any interest whatsoever.

Over 100,000 people, and several thousand small businesses depend on WWSB's local news and community coverage, and availability of advertising priced to fit the market size. Please reach a decision that allows for fair response to our community's needs.

Diamondback's COMPUTER WAREHOUSE

7222 S. Tamiami Trail

Sarasota, FL 34231

Sales : (813) 925-7222

Service : (813) 925-4454

Fax : (813) 921-5427

Whether or not there are any improprieties involved in the ABC/Scripps Howard private dealings, the loss of the WWSB/ABC affiliation would be devastating to our community. I hope you will see fit to prevent this wrong from occurring.

Sincerely,



Kenneth C. Kerski

president, Diamondback's Computer Warehouse

cc:

Sam Antler, Esq.

Counsel for Capital Cities/ABC, Inc.

77 W. 66 Street

New York, NY 10023

Donald P. Zelfang, Esq.

Counsel for Scripps Howard Broadcasting Co.

1050 Connecticut Avenue, NW

Washington, DC 20036

Stan Crumley

President & General Manager

WWSB, Channel 40

5725 Lawton Drive

Sarasota, FL 34233

CABLE

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

October 12, 1994

Dear Sir,
I am writing as an individual resident of Venice, Florida, Sarasota County to plead on behalf of WWSB Channel 40 to remain an affiliate of ABC as they have been for the past 23 years.

WWSB provides the residents of Sarasota and Manatee counties with excellent local news, weather, sports and community affairs. No station could or would give us the local coverage we have come to rely on from Channel 40. To take away their affiliation with ABC in favor of a station in the Tampa area seems very unfair to a community as large as the Sarasota-Bradenton area.

We never have had cable service from Channel 28 in the Tampa-St. Petersburg area but other channels from that area, such as Channel 10 are very unreliable as to reception. Complaints about this to the cable company bring only a reply that the poor reception is due to atmospheric conditions. Surely these same conditions would prevail from any broadcast from that area.

Please rule in favor of WWSB's request to retain its longtime affiliation with ABC. The people in Sarasota County NEED WWSB, Channel 40 and WWSB needs their ABC affiliation to stay in business.

Thank you.

June E. Wyneken

June E. Wyneken
909 N. Doral Lane
Venice, FL 34293

cc:
Sam Antar, Esq.
Counsel for Capitol Cities/ABC, Inc.
77 W. 66 St.
New York, NY 10023

Donald P. Zeifang, Esq.
counsel for Scripps Howard Broadcasting Co.

Stan Crumley
President & Gen. Manager WWSB, Channel 40

COPY

STAN CRUMLEY

612 Cadiz Road
Venice, Fl 34285
14 Oct 94

The Honorable Reed E. Hundt
Chairman, Federal Communications Commission
Room 814
1919 M Street N.W.
Washington, D.C. 20554

Subject: TV Station WWSB's Formal Petition for Order to Show Cause Concerning the Station's Loss of ABC Affiliation

I write in support of WWSB's effort to retain its affiliation with the ABC network.

I ask that you consider the impact of this loss on the residents south of Tampa Florida who depend on WWSB for local news, weather, and public announcements, as well as ABC network programming. I am a resident of Venice, Florida--about 80 miles south of Tampa. There are many people like myself in Sarasota, Bradenton, and Venice, who cannot afford cable TV. We depend on WWSB, Channel 40 in Sarasota--the only network channel in the area--for local news broadcasts, weather reports, flood and storm warnings, and ABC network programs. If WWSB loses its ABC affiliation, it will no longer be able to provide full local news service. We will see only Tampa news and no ABC network programs because we cannot receive the ABC replacement, Scripps Howard's WFTS in Tampa.

I believe it is the responsibility of the FCC to ensure the best use of the scarce resource--broadcast frequencies. If WWSB loses its ABC affiliation solely to benefit the competitive position in Tampa of the Scripps Howard station WFTS, the welfare of residents in a non-Tampa area will be sacrificed to a narrow business interest. I do not believe this is the best use of the airwaves.

Sincerely,

Nancy L. Silvia
Nancy L. Silvia

October 15, 1994

Honorable Reed E. Hundt, Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

Dear Chairman Hundt:

For the thirteen years I have lived in Manatee County, WWSB has been my station of choice for weather, sports, entertainment but mostly for local news of my area.

Tampa is well served by Channels 10 and 13 but they do not cover Tampa's neighbors south of the bay, namely Bradenton (Manatee County), Sarasota and Venice. It is very disheartening to learn that our smaller hometown station may be sacrificed so that Scripps Howard can obtain a larger, more controlling interest in the major television network system.

My present TV does not allow me to get Channel 28 and since I am not in a position to buy cable, should this business arrangement happen, I will no longer be able to receive ABC programming. I expect many others are in the same situation.

I trust it is not too late for you to reconsider this change. I truly hope we can keep our own Channel 40.

Sincerely,

H. Betty Riegert

||  Betty Riegert
1000 1st Ave
Bradenton, FL 34222

cc: Sam Antar, Esq., Counsel for Capital Cities/ABC, Inc.

Donald P. Zeifang, Esq., Counsel for Scripps Howard Broadcasting Co.

✓ Stan Crumley, President & General Manager, WWSB, Channel 40

209 Cavallini Dr.
Nokomis, Fl. 34275

Honorable Reed Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20544

Dear Mr. Chairman:

I am writing you to voice my concern over the proposal to remove the ABC affiliation with WWSB channel 40 in the Sarasota, Florida area.

We live in Nokomis, Florida, just south of Sarasota and north of Venice. We subscribe to cable and have an independent outside antenna. When cable is operating correctly we can get all networks satisfactorily. However when we use our own antenna we cannot receive an ABC affiliate except WWSB Channel 40 and it is very important to us. Channel 40 is the only station that provides a local flavor and news for our area.

Any lessening of service to our area would not be in our best interest. Please reconsider and keep ABC affiliated with WWSB channel 40 in Sarasota.

Sincerely,


Richard R. Nevill

CC:
Sam Antar, Esq.
Counsel for Capital Cities/ABC, Inc.
77 W. 66 Street
New York, NY 10023

Donald P. Zeifang, Esq.
Counsel for Scripps Howard Broadcasting Co.
Baker and Hostetler
1050 Connecticut Avenue, NW
Washington, DC 20036

Stan Crumley
President & General Manager
WWSB, Channel 40
5725 Lawton Drive
Sarasota, Fl. 34233

1926 Riviera Drive
Sarasota, Fl 34232
October 15, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

Dear Mr. Hundt:

We here in the Sarasota-Bradenton-Venice area are very upset that ABC is switching from our Channel 40 to Channel 28 out of Tampa.

We do not have Cable and Channel 28 does not come in clearly. I can see no good reason for this switch. We have always had high quality entertainment, news and information from Channel 40. We are all very unhappy with this switch.

In view of our being 153rd in the TV market, I can see no good reason for Channel 40 to lose the ABC affiliation. Please do not let this switch occur.

Sincerely yours,

Mrs. Dan Nighswander
Mrs. Dan Nighswander

CC: Counsel for Capital Cities/ABC., Inc.
Counsel for Scripps Howard Broadcasting Co.
Stan Crumley, President & General Manager
WWSB Channel 40

*Good
luck!*

1928 Cove Pointe Drive
Venice, Florida 34293
17 October 1994

Federal Communications Commission
Room 814
1919 M Street, NW
Washington, D.C. 20554

Attn: Honorable Reed E. Hundt, Chairman

Dear Mr. Hundt:

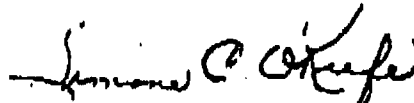
The recent decision by ABC to cease its affiliation with Channel 40/WWSB, Sarasota, Florida, will leave a significant void in television coverage for the Bradenton, Sarasota and Venice area.

While we obviously will be able to receive ABC network programs through our cable system, we will no longer have the advantage of a local station providing our area with local news, weather and activities. Loss of network affiliation will leave us with just another local station which provides reruns of old network series and movies but no local news and weather.

Channel 40/WWSB is a major part of our community. Its news, weather and management people are involved in our community charities and events in major ways.

We don't need Tampa, St. Petersburg or Fort Myers news and weather programs since they do not pertain to us. We need our own local network station which can provide us with our local news and weather.

Sincerely,



Simone C. O'Keefe

CC: Donald P. Zeifang, Counsel for Scripps Howard
Sam Antar, Counsel for Capital Cities/ABC Inc.
✓ Stan Crumley, Pres & Gen Mgr WWSB/Channel 40

1209 Gulf Coast Boulevard
Venice, Florida 34292-2918

October 17, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

Dear Chairman Hundt:

I am writing to strongly protest the discarding of our local television station, WWSB CHANNEL 40, by the American Broadcasting Company, Inc., in the apparent exchange for the Scripps Howard Broadcasting Company's agreement to affiliate with ABC for ten (10) years in Cleveland and Detroit.

It is very disturbing to us who depend on our local television station for the latest, up to date news and weather, both local and national. Yes, we are a smaller market than either of the above. But we are a strong market. And to Scripps Howard Tampa station WFTS, Channel 28, giving us local news/weather. We here in the Venice area do not get Channel 28 on our Cable system, let alone via network broadcasting. WWSB CHANNEL 40 not only gives us local programming, but we also have the ABC network programming.

I cannot believe that the FCC would allow ABC to relegate the Venice, Sarasota, and Bradenton viewing area to an "insignificant market", and "chop us off at the network pass", so to speak.

I would say to ABC; I really liked the promos that ran, "The AMERICAN Broadcasting Company". However, I am saddened to learn that ABC does not include our area in America.

Beyond that, living in a "severe storm" area, we depend upon our local Channel 40 to give us the news/weather WE need. The evacuation routes, the shelters, the areas to be evacuated, and the services available. After living in both east and west Florida for most of my adult years, and through several hurricanes, I have yet to find any of the so called "large market" cities giving the information that is needed in our area. I hope that you and your office will investigate this matter and give it some very serious consideration. After all, we still are apart of this America.

Very truly yours,

Jeanne Lewis 

cc: Sam Anta, Counsel; Capital Cities/ABC, Inc.
Donald P. Zeifang, Counsel; Scripps Howard Broadcasting Co.
Stan Crumley, Pres/GM; WWSB Channel 40

October 18, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

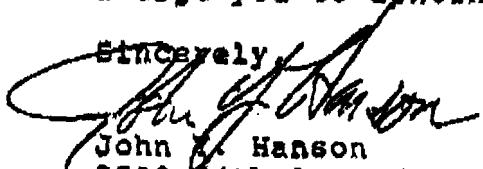
Dear Sir:

I am in support of maintaining WWSB's affiliation with ABC. WWSB serves a unique and distinct geographic area separate from Tampa/St. Petersburg or Ft. Myers, Florida. My stationary outdoor antenna does not pick up channel 10 out of Tampa/St. Pete well as it is aimed at a point where I can get all the other channels in the area. I can't get any stations out of the Ft. Myers area at all. My only choice is to get WWSB for ABC carried programming.

I am not interested in Tampa/St. Pete local news and they are not interested in Sarasota/Bradenton/Venice local news or events. I have viewed the Tampa stations from time to time and they have never carried much concerning our locale as they are interested in competing with each other in that major market.

I urge you to continue to allow WWSB to remain an ABC affiliate.

Sincerely,


John E. Hanson
3502 24th Ave. W.
Bradenton, FL 34205

cc: Sam Antar, Esq.
Donald P. Zeifang, Esq.
Stan Crumley

Mr & Mrs Roberto Freund
P.O. Box 15917
Sarasota, FL 34277-1917

Honorable Reed E Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

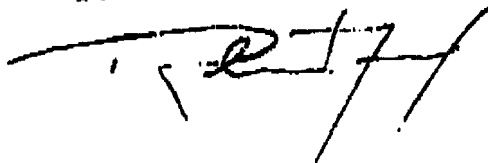
Dear Sir:

Although we had been hearing rumors, the bad news was not confirmed until a couple of days ago, that our Channel 40 would lose its affiliation with ABC. If this is really allowed to happen, it will be devastating to our entire community.

Just this morning we got a taste of how it would be without a local TV Station being affiliates to one of the major networks. Our cable service malfunctioned for quite a while, so what we did -and have always done when this happens- was to turn our TV to Channel 40, instead of 7, which is our cable equivalent. We were thus able to view Good Morning America, while we were unable to get any other network. This benefit, the ability to watch a local station while all else is out, is of primary importance in case of an emergency.

As two of Sarasota County's over 300,000 inhabitants, we cannot even begin to imagine how our lives would be affected if we no longer were able to get the local weather reports, or the local news. We therefore urge you most emphatically to put a stop to the projected loss of WWSB's affiliation to ABC.

Sincerely,



cc: Sam Antar, Donald P Zeifang, Stan Crumley.

5827 Whistlewood Circle
Sarasota, FL 34232
October 11, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

Dear Mr. Hundt;

I am writing in reference to the affiliation of WWSB, Channel 40 with the ABC network ending.

In our area, WWSB has been the only station to give full local, national, and international news. The Tampa stations do not cover Bradenton, Sarasota, Venice news completely and accurately. They just skim the surface if anything.

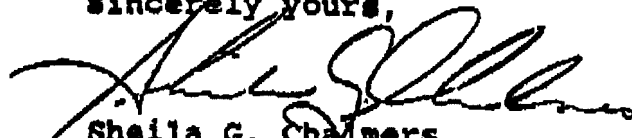
Also with WWSB being affiliated with ABC, I can get all the news and programming in work. I only can hook up a little 5" television without cable. Also when the cable goes out, which here in Florida is often, we can still get WWSB clearly and be informed of what is happening.

During a flood we had 2 years ago, our area was unable to use our televisions because the electric was turned off. With my little 5" television that works also on batteries, I was able to get WWSB clearly and could find out where to get help and what was going on locally and elsewhere. Thank God for WWSB.

It would be a great injustice for WWSB to lose the ABC network affiliate.

Please consider all the facts for our community and don't let the affiliation discontinue.

Sincerely yours,



Sheila G. Chalmers
"A Concerned Citizen"

11 OCTOBER, 1994
197 CARRIAGE HOUSE LANE
NOKOMIS, FL. 34275

HONORABLE REED E. HUNDT
CHAIRMAN
FEDERAL COMMUNICATIONS COMMISSION
ROOM 814
1919 M STREET, NW
WASHINGTON, D.C. 20554

DEAR CHAIRMAN HUNDT,

I AM WRITING TO EXPRESS MY CONCERN WITH THE CANCELLATION OF
THE AFFILIATION OF WWSB CHANNEL 40, SARASOTA FLORIDA WITH
ABC.

IN THIS AREA WE ALL HAVE CABLE AND ACCESS TO ALL SORTS OF
CHANNELS, BUT THE ONLY STATION WHICH IS LOCAL FOR US IS WWSB
CHANNEL 40. ONE OF THE MAJOR SERVICES WHICH TELEVISION
SHOULD PROVIDE IS LOCAL COMMUNICATION. THIS IS SPECIALLY
TRUE DURING EMERGENCIES AND DISASTERS. IN THE SARASOTA AREA
THIS IS NOT PROVIDED BY TELEVISION OR BY RADIO FROM TAMPA OR
FORT MEYERS .IT IS DONE BY CHANNEL 40.

IT WOULD BE IN THE PUBLIC INTEREST FOR THE ABC CONNECTION TO
BE CONTINUED.

VERY TRULY, YOURS

Marilyn K. Brodhead
MARILYN K. BRODHEAD

COPIES

DONALD ZEIFANG, BAKER AND HOSTETIER, WASHINGTON D.C.
SAM ANTAR, CAPITAL CITIES/ABC, NEW YORK
STAN CRUMLEY, WWSB, SARASOTA, FLORIDA

October 22, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street NW
Washington, DC 20554

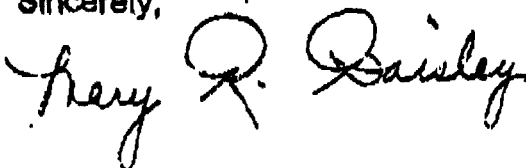
Dear Mr. Hundt:

I am writing to express my family's dismay at the thought that Channel WWSB in Sarasota will be losing its ABC affiliation.

Channel 40 has admirably served this area for over twenty-three years and is the most watched channel in this area because of its local coverage. Allowing a Tampa station to have the exclusive right to broadcast ABC programming seems unfair and totally unjustified. The Tampa station does not provide any local coverage of our area. Additionally, the signal from Tampa does not adequately reach a large number of homes in this area.

I ask you to please consider the great loss we in Sarasota would feel at the loss of WWSB's affiliation with ABC.

Sincerely,



Mary R. Balsley
4831 Primrose Path
Sarasota, FL 34242

cc: Sam Antar, Esq.
Donald P. Zeifang, Esq.
Stan Crumley

2698 Valencia Drive
Venice, FL 34293
October 24, 1994

Honorable Reed E. Hunt
Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

Dear Mr. Hunt,

I am writing concerning the cancellation of the affiliation between the ABC Network and WWSB CHANNEL 40 in Sarasota, Florida.

It is my understanding that WWSB CHANNEL 40 is to lose its affiliation with the ABC Network in April of 1995, AND IT WILL BE GIVEN TO WFTS CHANNEL 28 IN TAMPA.

I am opposed to this arbitrary move on the part of ABC for the following reasons.

1. The channel which will get the ABC affiliation for "THIS AREA" is located in TAMPA, FLORIDA. I already receive other Tampa stations, but they do not adequately serve my local area since Tampa is a least 80 miles from my home.
2. WWSB CHANNEL 40 is located in SARASOTA, FLORIDA, about 17 miles from my home. It is my local station for local news and information.
3. WFTS CHANNEL 28 IS NOT ON THE CABLE AND I DO NOT HAVE AN ANTENNA. IN ADDITION, ANOTHER TAMPA AFFILIATION WILL NOT HELP ME HERE IN VENICE.
4. I also feel that without the revenues produced by network affiliation, that WWSB CHANNEL 40 will no longer have the funds to adequately serve the Sarasota and Venice areas. We need only to look to our newest station WBSV CHANNEL 62 that came on the air a couple of years ago with great plans for news and public service programming. It had no network affiliation, and within a very short time, the news was gone. We now have "newsbriefs" at station break time, and the programming is old network re-runs, call in shows, and "B" movies.

I don't want to have to watch another Tampa station while there is a perfectly good one—WWSB CHANNEL 40—located right here in my area.

Sincerely yours,

Margaret Frontz

copies to: Stan Crumley (WWSB CHANNEL 40)
Sam Antar, Esq. (Capital Cities/ABC)
Donald P. Zeifang, Esq. (Scripps Howard Broadcasting)

Ward and Gloria Heberling
16101 Myakka Road
Sarasota, Fl 34240-9190
10-29-94

Honorable Reed E. Hundt, Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

Dear Sir:

We are writing to you because of our concern over the impending rearrangement of television network affiliations in Tampa, 70-80 miles to the north of us, and the disassociation of Sarasota's WWSB, Channel 40 with the American Broadcasting Company.

Living out in the northeast area of Sarasota County, we must rely on an outdoor antenna for television reception, and Channel 40 in Sarasota, and channels 8 and 13 in Tampa/St. Petersburg provide our only consistently reliable television signals. Channels 10, 28, 36, 38, and 44 in Tampa/St. Petersburg provide only fringe area reception, and good signals depend upon the vagaries of weather conditions and the attendant ionic layer which changes with weather fronts.

We and the thousands of families in the rural and suburban areas of eastern Sarasota and Manatee counties as well as those in all of Charlotte County to the south, depend upon WWSB, Channel 40, with its high level of broadcast technology and programing.

Should WWSB be diminished by the loss of needed revenue as afforded through affiliation with ABC, the station, a host of viewers and in the long run, the ABC Network itself will suffer incalculable loss. It will be short sighted and a serious error if the three counties in this section of Florida are shunned by the broadcast industry. We pray that this will not happen.

Sincerely,

Ward Heberling
Gloria Heberling
Ward and Gloria Heberling

copies to:

Antar--Cap. Cities/ABC

Crumley--WWSB, Channel 40

Zeifang--Scripps Howard

TAMPA/ST. PETERSBURG

v.

SARASOTA

COPY

Dr. Donald J. Treffinger

201 Bird Key Dr.
Sarasota, FL 34236
(813)-953-7925

October 13, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street NW
Washington, DC 20554

Dear Mr. Hundt:

I am writing to express my support for WWSB, Channel 40 in Sarasota, in its efforts to retain its ABC network affiliation and thereby to maintain its longstanding record of service to our local community. I believe that, without a strong network affiliation, it will be unlikely that this station will be able to remain viable as a station meeting our local needs.

The existing Tampa area stations rightfully give the majority of their attention to the events, needs, and concerns of Tampa and Hillsborough Counties. They give some— but less— attention to neighboring Pinellas County. Except for major events or news stories, they give scant attention at all to the day-by-day affairs of Sarasota, Bradenton, and Venice.

We are approximately 70 miles from Tampa, and we are in our own right, a separate and independent community in almost every respect. My family and I have been full-time residents of the Sarasota area for four years, and we were part-time residents and visitors for several years prior to our move here. In the last twelve months, we have not eaten in a restaurant; visited a store, business, or shopping mall; or attended a concert or cultural event in Tampa. All the services and activities we need and enjoy are readily available in Sarasota. We are not a suburb, an "exurb," or any other kind of "—urb" of Tampa, and there is no reason at all for us to care to be given a steady viewing diet of Tampa-oriented advertisers.

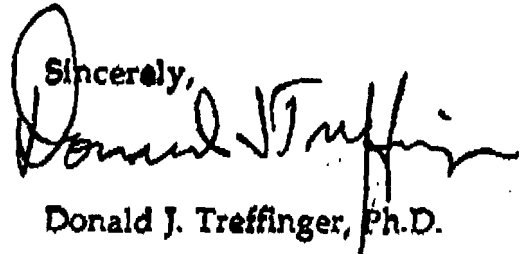
We do care what happens in Sarasota, Bradenton, and Venice in relation to community activities and events, political activities, social and cultural events, and a wide range of topics and issues that are being addressed daily by WWSB and not by any of the Tampa stations.

Our weather differs considerably from that of the Tampa metropolitan area. I don't care substantially if it's bright and sunny, or raining cats and dogs, in Pinellas or Pasco or Hillsborough counties. But I *do* care about our local forecast, and we watch our local news daily.

Many of the "personalities" of WWSB are involved in supporting a wide range of community activities and charities in Sarasota, and they are also active and visible parts of the social, cultural, and recreational life of our community. I cannot make the same statement for anyone from any of the Tampa stations. I'm certain that they will assert that they can serve the needs of our area, but the simple fact is that they do not now do so, they have not done so throughout my time here, and I have no sense at all that they will do anything different in the future. Without a strong local channel, we become a "blur" on the map of the West Coast of Florida.

I understand that the issue under review now addresses WWSB's loss of its national network affiliation with ABC, and that this issue may be seen by some, in a very narrow construction of the issue, as separate from WWSB's local presence. I believe, however, that a broader view of the issue is essential, and that, without the strength of its network affiliation, WWSB is not likely to remain viable. Therefore, I urge your office to take action that supports the residents of Sarasota, Bradenton, and Venice and enables our local channel to maintain its strong presence in our community.

Sincerely,



Donald J. Treffinger, Ph.D.

DJT/lmw

XC: Donald P. Zeifang, Esq.
Sam Antar, Esq.
Stan Crumley ✓